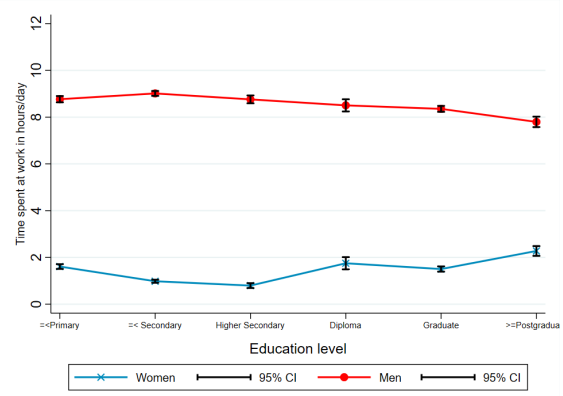
Online Appendix

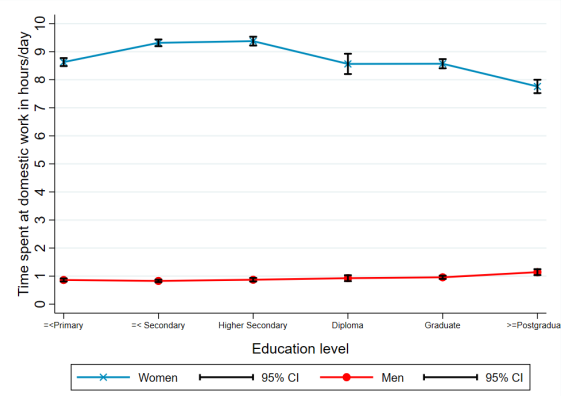
A Additional Figures and Tables

Figure A.1: Time Spent in the Labor Market and Domestic Work

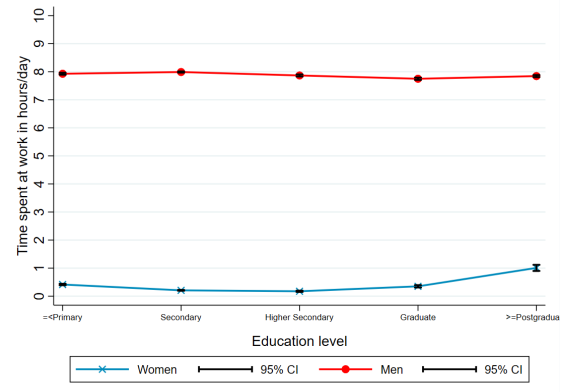
(a) Labor market (TUS)



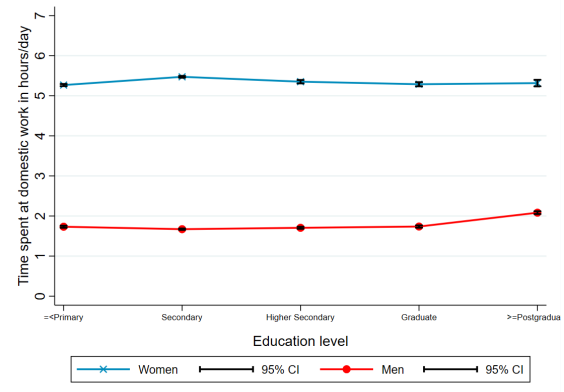
(b) Domestic work (TUS)



(c) Labor market (CPHS)

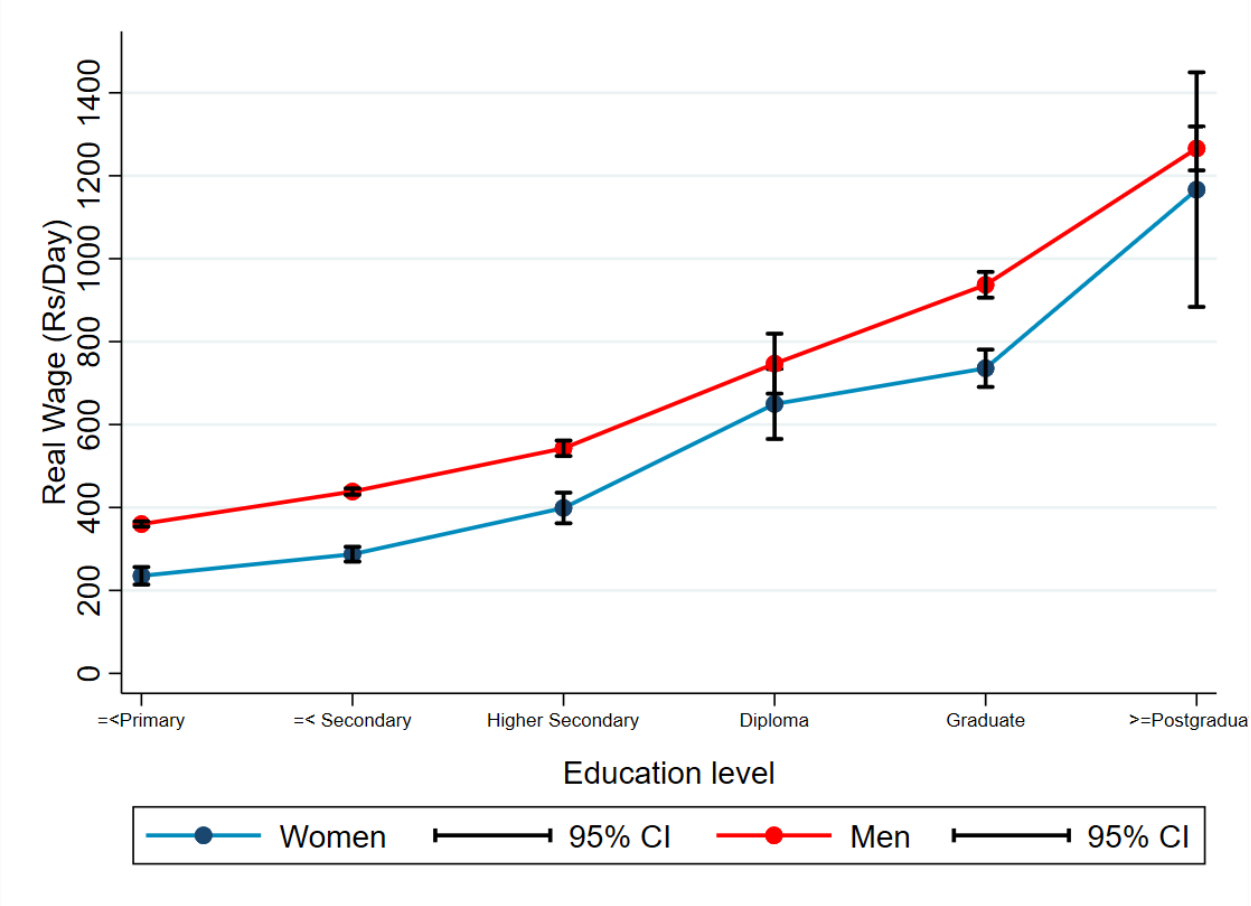


(d) Domestic work (CPHS)



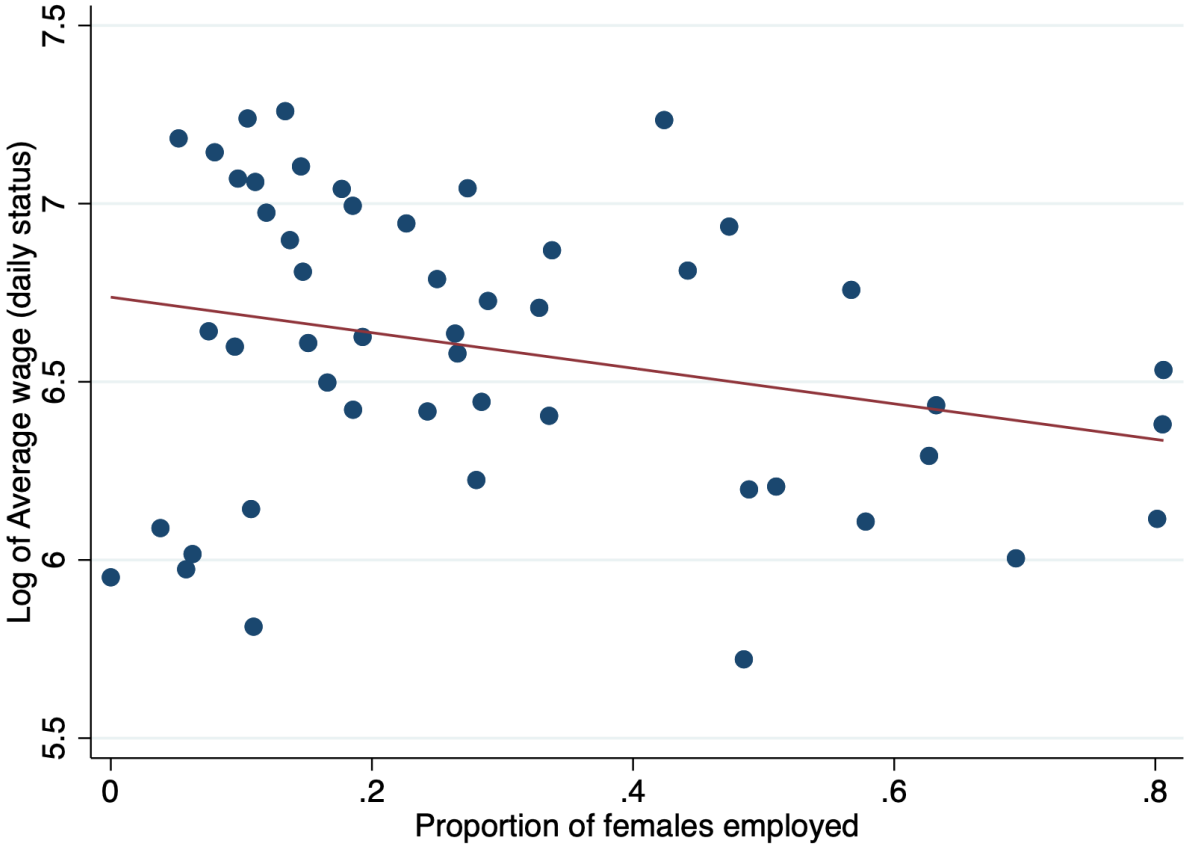
Notes: Figures (a) and (c) plot the average time spent per day (hours) in the labor market by gender and education. Figures (b) and (d) plot the average time spent per day (hours) in domestic work (household chores) by gender and education. The sample includes urban married women and men aged 20-45 years.
Source: Time Use data (TUS) 2019 for Figures (a) and (b); 24th and 25th waves (September 2021 to April 2022) of the CMIE-CPHS, People of India dataset for Figures (c) and (d).

Figure A.2: Returns to Education by Gender



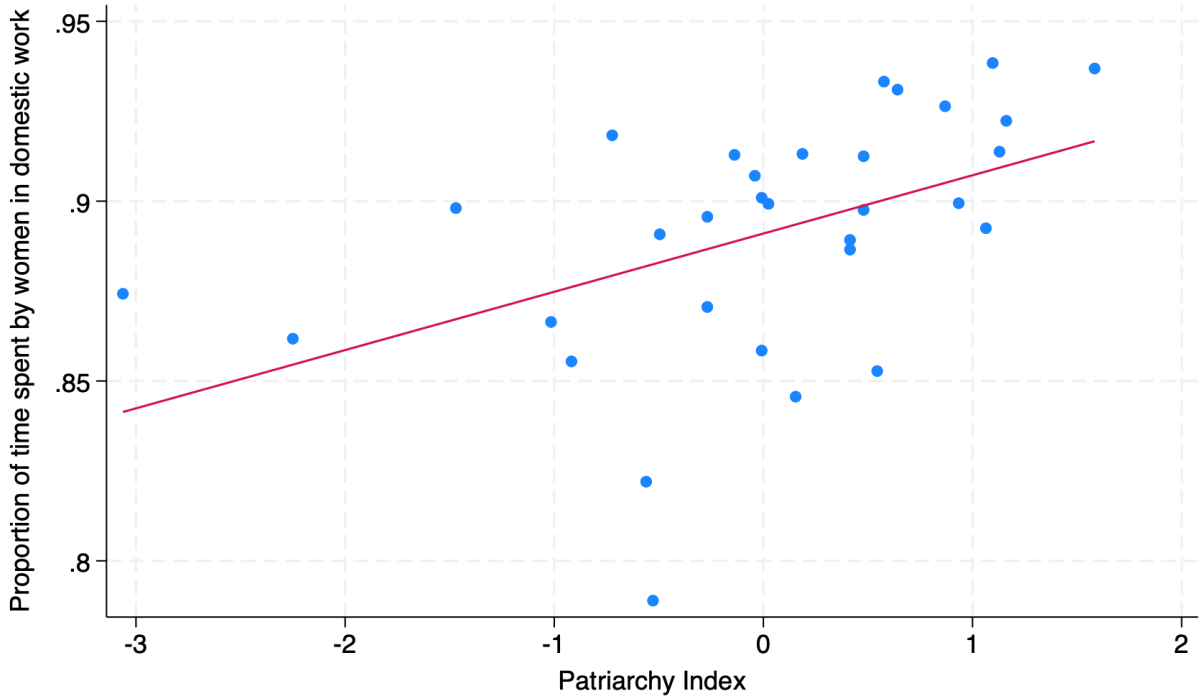
Notes: The figure plots average daily wage rates for employed individuals in paid employment (salaried or casual) by gender and education. The sample includes individuals aged 20-45 years in urban India.
Source: Periodic Labor Force Survey, 2018-19.

Figure A.3: Occupational Wage by Proportion of Women Workers



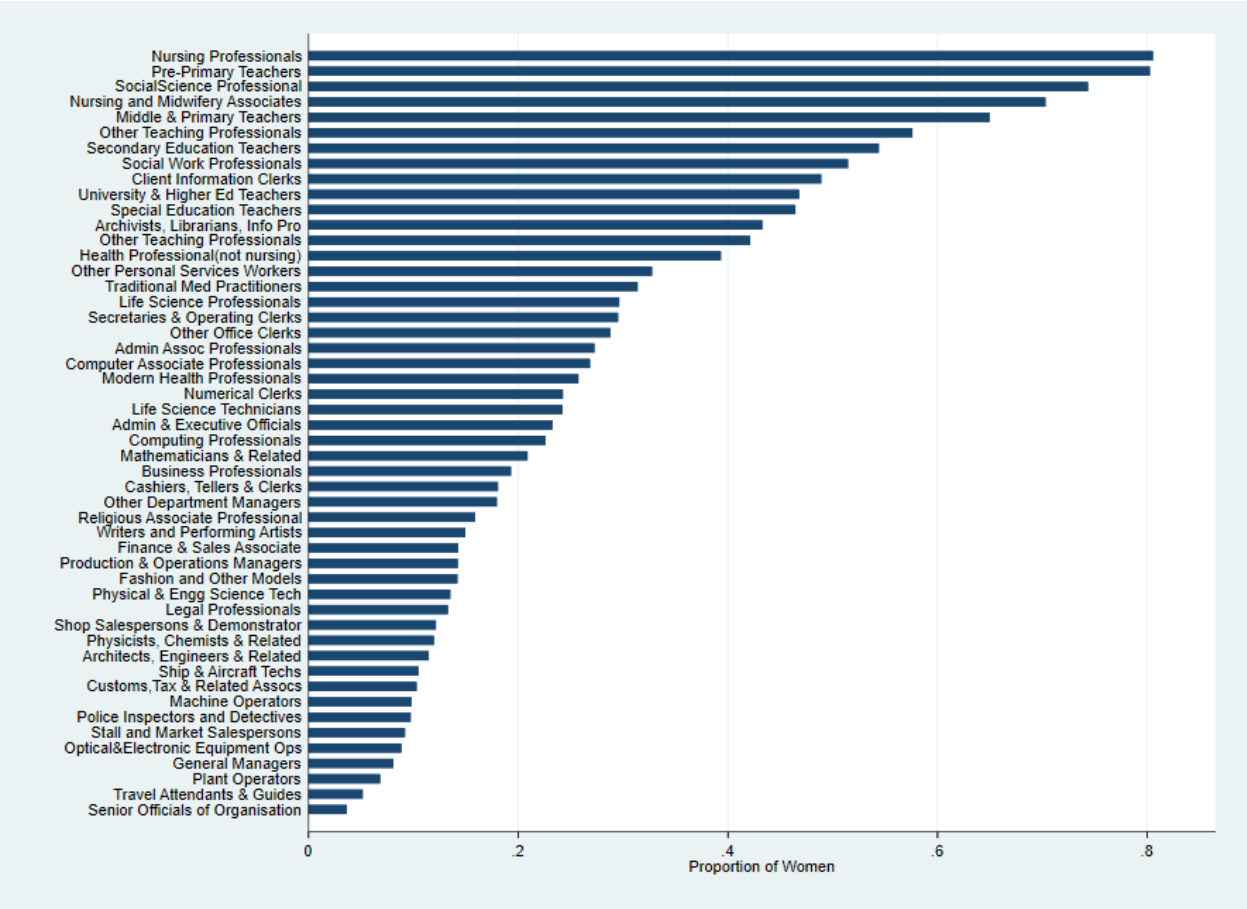
Notes: The figure shows the correlation between the proportion of women workers of the total employees in an occupation (X-axis) and the log of the average daily wage in each occupation (Y-axis) in urban India. The selected occupations are those where at least 50% of the total workers have completed schooling. The correlation coefficient between the two variables is -0.2502 (p=0.0830).
Source: Periodic Labor Force Survey, 2018-19.

Figure A.4: Patriarchy Index and the Proportion of Time Spent by Women in Domestic Work



Notes: The figure shows the scatter plot between the proportion of average time spent by women in a state in domestic work out of the total (average) time spent in domestic work by both men and women in that state and the state level Patriarchy Index. The correlation between the two variables is 0.472 (p=0.006).
Source: Singh *et al.* (2022) for the state level Patriarchy Index based on the NFHS, 2015-16 data and Time Use Survey (TUS), 2019.

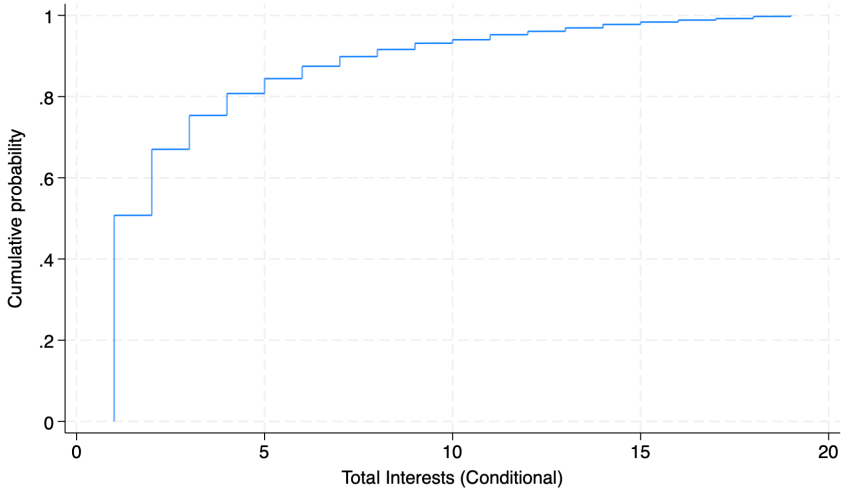
Figure A.5: Women's Occupational Distribution



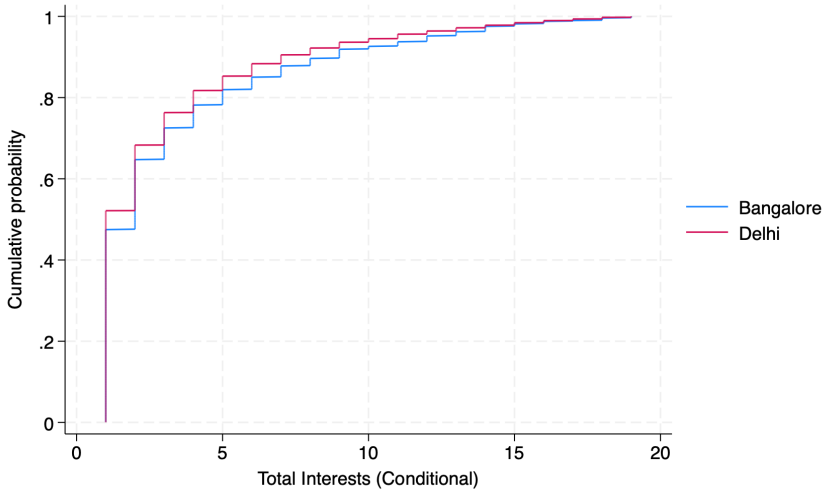
Notes: The figure shows the proportion of women employed for each occupation. The occupations are chosen where at least 50% of the total workers have completed schooling.
Source: Periodic Labor Force Survey, 2018-19.

Figure A.6: CDF of Total Interests Sent by Male Suitors on Platform

(a) Overall



(b) By City



Notes: Figures (a) and (b) plot the overall and by city distribution of total interests sent by male suitors to our fictitious female profiles, respectively. The analysis is conducted for male suitors who expressed interest in at least one of our female profiles.

Table A.1: Time Spent on Domestic Work by Women

	All Education		Atleast Completed Schooling	
	(1)	(2)	(3)	(4)
Working	–0.645***	–0.664***	–0.736***	–0.733***
	(0.021)	(0.021)	(0.038)	(0.039)
Observations	103597	103597	28343	28343
Mean Y	5.373	5.373	5.325	5.325
Controls				
State FE	✓		✓	
District FE		✓		✓
Other Controls	✓	✓	✓	✓

Notes: The dependent variable is the log of time spent on domestic work. For zero time spent we add a small value of 0.001 and then take the log transformation. 'Working' is an indicator variable that takes a value of one for women who are currently employed, and zero otherwise. Controls include age, age squared, education, caste, religion, wave number, household monthly per capita expenditure (MPCE) decile and number of children aged between 0 to 5 years. Each column reports the effective number of observations after incorporating the included fixed effects. Regressions are weighted using the provided survey weights for each wave. Robust standard errors in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.
Source: 24th and 25th wave of the CMIE CPHS, People of India from September 2021 to April 2022. The sample includes urban married women aged 20-45.

Table A.2: Time Spent on Domestic Work by Women (by Occupation)

	All Education		Completed Schooling	
	(1)	(2)	(3)	(4)
Not Working	0.500***	0.518***	0.636***	0.625***
	(0.019)	(0.019)	(0.031)	(0.032)
Working - Neutral	–0.182***	–0.170***	–0.096	–0.123*
	(0.035)	(0.035)	(0.069)	(0.070)
Working - Masculine	–0.594***	–0.605***	–0.521***	–0.524***
	(0.087)	(0.087)	(0.194)	(0.196)
Observations	103597	103597	28343	28343
Controls				
State FE	✓		✓	
District FE		✓		✓
Other Controls	✓	✓	✓	✓

Notes: The dependent variable is the log of time spent on domestic work. For zero time spent we add a small value of 0.001 and then take the log transformation. 'Not Working' indicates a woman who is currently not employed. 'Neutral' indicates a woman employed in a gender neutral occupation (proportion of female employees between 4 to 10%). 'Masculine' indicates a woman employed in a masculine occupation (proportion of female employees less than 4%). The reference category is women employed in feminine occupations (proportion of female employees more than 10%). These cutoffs for stereotypical gendered occupations are arrived by using the distribution of female vs male workers in a given occupation. We take the occupations at $\approx$ 70th percentile or above of the distribution of female workers as female dominated and 35th percentile or below as male dominated. Controls include age, age squared, education, caste, religion, wave number, household MPCE decile and number of children aged between 0 to 5 years. Each column reports the effective number of observations after incorporating the included fixed effects. Regressions are weighted using the provided survey weights for each wave. Robust standard errors in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Source: 24th and 25th wave of the CMIE CPHS, People of India dataset, September 2021 to April 2022. The sample includes urban married women aged 20-45.

Table A.3: Gender Gap in Domestic Work and Market Time (by Region and Caste)

Sample	All Education		Completed Schooling	
	Domestic	Market	Domestic	Market
Panel A: Heterogeneity by North-South				
Female	5.573***	–5.820***	5.349***	–5.762***
	(0.044)	(0.054)	(0.066)	(0.085)
North	–0.496***	–0.011	–0.614***	–0.028
	(0.058)	(0.047)	(0.087)	(0.077)
Female × North	0.504***	–0.839***	0.609***	–0.581***
	(0.060)	(0.069)	(0.092)	(0.110)
Observations	46181	46177	19968	19968
Other Controls	✓	✓	✓	✓
Panel B: Heterogeneity by Caste				
Female	5.582***	–6.193***	5.220***	–6.006***
	(0.056)	(0.064)	(0.099)	(0.119)
High Caste	–0.177***	0.032	–0.322***	0.056
	(0.062)	(0.047)	(0.104)	(0.084)
Female × High Caste	0.159**	–0.208***	0.308***	–0.106
	(0.063)	(0.072)	(0.107)	(0.128)
Observations	63964	64058	27248	27301
Controls				
State FE	✓	✓	✓	✓
Other Controls	✓	✓	✓	✓

Notes: The dependent variable is the log of daily time spent on domestic work for the first and third columns, and the log of daily time spent at work for the second and fourth columns. For zero time spent we add a small value of 0.001 and then take the log transformation. 'Female' is an indicator that takes value one for women, and 0 for men. Panel A includes select states – the northern states include Gujarat, Rajasthan, Uttar Pradesh, Madhya Pradesh, Punjab, Haryana, and Delhi while the southern states include Kerala, Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, and Maharashtra. Panel B includes data from all states, leading to higher number of observations. 'High Caste' is an indicator that takes value one if the person belongs to 'Other High Caste (including Brahmins)' or 'Other Backward Classes' and zero otherwise. Controls include age, age squared, education, caste, religion, household MPCE decile and number of children aged between 0 to 5 years. In Panel A we do not control for state or district fixed effects since the main objective is to examine regional differences. Regressions are weighted using sample survey weights. Robust standard errors in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Source: Time Use Survey (2019) across all states of India. The sample includes urban married women aged 20-45.

Table A.4: Characteristics of Men and Women: Platform vs National Sample

	Platform	PLFS	PLFS (Non-students)
	(1)	(2)	(3)
Panel A : Men			
Age (Years)	30.156	25.772	26.876
Scheduled Caste/Tribe	0.058	0.146	0.146
Employed	0.971	0.507	0.668
Annual Income ('00000 INR)	9.204	2.194	2.209
Highest Level of Education			
High School/Diploma	0.114	0.375	0.304
Bachelors	0.548	0.510	0.550
Masters and Above	0.338	0.115	0.146
Observations	214832	6370	4739
Panel B : Women			
Age	28.784	22.502	25.328
Scheduled Caste/Tribe	0.067	0.160	0.155
Employed	0.741	0.192	0.418
Annual Income	6.106	2.065	2.136
Highest Level of Education			
High School/Diploma	0.041	0.503	0.228
Bachelors	0.457	0.382	0.541
Masters and Above	0.502	0.115	0.231
Observations	189727	5436	2388

Notes: Column (1) shows the mean years of age, percentage scheduled caste/tribe, percentage employed, average annual income ('00000 INR) and the education distribution of urban Hindu never-married men (Panel A) and women (Panel B) on the matrimonial platform. The income is calculated by taking the mid-point of the range of income values reported for a profile on the matrimonial portal. Reported caste on the platform was matched with state caste lists to classify them as scheduled castes. Similar statistics from the nationally representative PLFS (2018-19), weighted using sampling weights, are presented in columns (2)-(3) after keeping Hindu, never-married individuals aged >17 for women and >20 (based on platform's age criteria) for men who have at least schooling education in urban India. This also aligns with the legal age for marriage for women and men in India. Column (3) additionally drops people currently enrolled in educational institutes in the PLFS. Annual income is calculated for the subset of men and women in this sample who report working in the labor market (includes paid workers and self-employed). The PLFS sample size corresponds to the unweighted counts of unique individuals meeting the aforementioned criteria in each column.
Source: Periodic Labor Force Survey (2018-19) across all states of India; Platform data (September 2020).

Table A.5: Total Interests Sent by Male Suitors to Fictitious Female Profiles

	(1)	(2)	(3)
	Overall	Delhi	Bangalore
Age (Years)	0.140***	0.121***	0.007
	(0.035)	(0.034)	(0.077)
Height (Inches)	0.002	–0.002	–0.011
	(0.029)	(0.025)	(0.085)
Income ('00000 INR)	0.005	0.007	0.006
	(0.012)	(0.012)	(0.030)
Employed	1.389***	1.432***	0.118
	(0.325)	(0.266)	(1.803)
Caste Category			
Brahmin	–0.238	–0.174	–0.492
	(0.225)	(0.213)	(0.571)
SC/ST	–0.872***	–0.377	–2.482***
	(0.312)	(0.339)	(0.642)
Profile Manager			
Managed by Parents/Relative	–0.568***	–0.534***	–0.287
	(0.208)	(0.194)	(0.653)
Managed by Others	0.203	0.085	0.594
	(1.166)	(1.047)	(2.409)
Education			
Bachelors	–0.581	–0.115	–2.129**
	(0.363)	(0.307)	(0.936)
Masters and above	–0.170	0.075	–1.018
	(0.394)	(0.346)	(0.968)
Other degree	–0.623	0.001	–2.489**
	(0.620)	(0.592)	(1.134)
Observations	4690	3962	938
Mean Y	4.1610	3.7398	4.9968
R-squared	0.027	0.029	0.068
Controls			
Suitor State FE	✓	✓	✓

Notes: The dependent variable is total number of interests sent by a male profile to the created fictitious female profiles on the platform. Since we only observe the behavior of male profiles who have sent at least one interest to our female profiles, this analysis is conditional on a male profile sending an interest. It is regressed on characteristics of the male profiles captured on the platform like age, height, income ('00000 INR), whether currently employed, caste, profile manager, education degree and state of residence. The omitted category for caste is 'Other High Caste', for profile manager is 'Managed by Self' and for education is 'High School / Diploma'. We keep a unique set of male profiles who interact with any of the fictitious female profiles across cities in column (1), with Delhi based female profiles (column 2) and with Bangalore based female profiles (column 3). The observations across columns (2) and (3) will not add up to that in column (1) since a male suitor can send interests to both Delhi and Bangalore based female profiles. In this case the male suitor will be included once in column (1) but included both in columns (2) and (3). Standard errors are robust and corrected for heteroscedasticity. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.6: Profile Characteristics on Platform (by Gender)

	Overall			Female			Male		
	Mean	SD	N	Mean	SD	N	Mean	SD	N
Personal Characteristics									
Age (Years)	30.30	5.68	576889	29.51	5.31	269117	30.99	5.89	307772
Height (Inches)	64.32	3.77	576801	62.61	3.24	269080	65.81	3.55	307721
Income ('00000 INR)	10.37	16.88	485915	7.65	13.05	188011	12.09	18.69	297904
Employed	0.86	0.35	570949	0.73	0.44	266587	0.97	0.18	304362
Caste Category									
Brahmin	0.19	0.39	485048	0.19	0.39	224960	0.19	0.39	260088
Other High Castes	0.75	0.43	485048	0.74	0.44	224960	0.75	0.43	260088
SC/ST	0.06	0.24	485048	0.07	0.25	224960	0.06	0.23	260088
Profile Manager									
Parents/Relative	0.42	0.49	576889	0.58	0.49	269117	0.28	0.45	307772
Self	0.57	0.49	576889	0.41	0.49	269117	0.71	0.45	307772
Others	0.01	0.08	576889	0.01	0.07	269117	0.01	0.08	307772
Highest Level of Edu.									
High School/Diploma	0.10	0.29	576889	0.06	0.24	269117	0.13	0.33	307772
Bachelors	0.48	0.50	576889	0.44	0.50	269117	0.51	0.50	307772
Masters and above	0.39	0.49	576889	0.46	0.50	269117	0.32	0.47	307772
Other degree	0.04	0.20	576889	0.04	0.19	269117	0.05	0.21	307772

Notes: The table reports the average characteristics for male and female profiles active on the platform in September 2020, across all states of India. Income is calculated by taking the mid point of the range of income value declared on the platform. For unemployed males the income is zero. The caste group is assigned based on the caste category provided on the platform, which was matched with state caste lists to classify profiles as Scheduled Caste. Age, profile manager, education are mandatory fields but the others are optional and hence have missing data for some profiles leading to smaller observations for them.

Table A.7: Engaging Male Suitor Characteristics

	Overall			Delhi			Bangalore		
	Mean	SD	N	Mean	SD	N	Mean	SD	N
Personal Characteristics									
Age (Years)	29.105	3.141	5140	28.926	3.107	4332	30.146	3.190	1034
Height (Inches)	65.972	3.405	5140	65.950	3.411	4332	66.060	3.370	1034
Income ('00000 INR)	9.077	12.754	5010	8.869	12.244	4215	9.860	13.998	1014
Employed	0.968	0.177	5135	0.965	0.183	4327	0.981	0.138	1034
Caste Category									
Brahmin	0.226	0.418	5140	0.235	0.424	4332	0.191	0.393	1034
Other High Castes	0.685	0.465	5140	0.678	0.467	4332	0.715	0.452	1034
SC/ST	0.089	0.285	5140	0.087	0.281	4332	0.095	0.293	1034
Profile Manager									
Managed by Parents/Relative	0.289	0.453	5140	0.303	0.460	4332	0.209	0.407	1034
Managed by himself	0.702	0.457	5140	0.688	0.463	4332	0.783	0.412	1034
Managed by Others	0.008	0.091	5140	0.009	0.092	4332	0.008	0.088	1034
Highest Level of Edu.									
High School/Diploma	0.149	0.356	5140	0.145	0.353	4332	0.173	0.379	1034
Bachelors	0.525	0.499	5140	0.528	0.499	4332	0.488	0.500	1034
Masters and above	0.279	0.448	5140	0.282	0.450	4332	0.276	0.447	1034
Other degree	0.048	0.213	5140	0.045	0.206	4332	0.063	0.243	1034

Notes: The table reports the average characteristics of male profiles on the platform that showed interest in the fictitious female profiles uploaded on the platform. Income is calculated by taking the mid point of the range of income value declared by the male profile on the portal. For unemployed males the income is zero. The caste group is assigned based on the caste declared on the platform after matching with the state caste lists to classify profiles as Scheduled Caste. 4332 and 1034 male profiles expressed an interest for at least one fictitious female profile posted in Delhi and Bangalore, respectively. Age, profile manager, education are mandatory fields but the others are optional and hence have missing data for some profiles leading to smaller observations for them.

Table A.8: Comparison of Male Suitor Characteristics (by Interest Type)

	(1) Only NW	(2) Only W	(3) Both	(4) 1-3	(5) 2-3	(6) 2-1
Age (Years)	29.397	28.967	29.381	0.017	-0.414***	-0.430***
	(3.264)	(3.098)	(3.187)	(0.169)	(0.108)	(0.150)
Height (Inches)	65.705	65.972	66.096	-0.390**	-0.123	0.267*
	(3.252)	(3.464)	(3.288)	(0.171)	(0.113)	(0.152)
Income ('00000 INR)	8.060	9.091	9.509	-1.449**	-0.418	1.031*
	(13.368)	(12.314)	(13.696)	(0.710)	(0.459)	(0.620)
Employed	0.974	0.963	0.978	-0.004	-0.015***	-0.011
	(0.160)	(0.188)	(0.146)	(0.008)	(0.005)	(0.008)
Caste						
Brahmin	0.207	0.226	0.235	-0.028	-0.009	0.019
	(0.406)	(0.418)	(0.424)	(0.022)	(0.014)	(0.019)
Other High Castes	0.733	0.674	0.693	0.040*	-0.019	-0.059***
	(0.443)	(0.469)	(0.461)	(0.023)	(0.016)	(0.021)
SC/ST	0.060	0.100	0.072	-0.012	0.027***	0.040***
	(0.237)	(0.300)	(0.259)	(0.013)	(0.009)	(0.011)
Profile Manager						
Managed by himself	0.701	0.702	0.703	-0.002	-0.001	0.001
	(0.458)	(0.457)	(0.457)	(0.024)	(0.016)	(0.021)
Managed by Parents/Relative	0.282	0.290	0.290	-0.009	-0.000	0.008
	(0.450)	(0.454)	(0.454)	(0.024)	(0.015)	(0.021)
Managed by Others	0.017	0.008	0.006	0.011*	0.002	-0.009
	(0.129)	(0.088)	(0.078)	(0.006)	(0.003)	(0.006)
Education						
High School/Diploma	0.213	0.135	0.161	0.052**	-0.026**	-0.078***
	(0.410)	(0.342)	(0.368)	(0.021)	(0.012)	(0.019)
Bachelors	0.493	0.530	0.523	-0.031	0.007	0.038
	(0.500)	(0.499)	(0.500)	(0.026)	(0.017)	(0.023)
Masters and above	0.224	0.289	0.272	-0.048**	0.017	0.065***
	(0.417)	(0.453)	(0.445)	(0.022)	(0.015)	(0.020)
Other degree	0.071	0.045	0.043	0.027**	0.002	-0.025**
	(0.257)	(0.208)	(0.204)	(0.013)	(0.007)	(0.012)
Observations	536	3454	1150	1686	4604	3990

Notes: The table shows mean characteristics of the male suitors in our data by three categories of interests displayed by them towards female profiles: Column (1) comprises of male suitors who only sent interests to **not working (NW)** female profiles; Column (2) comprises of male suitors who only sent interests to **working (W)** female profiles; and column (3) comprises of male suitors who sent interests to both not working and working female profiles. The characteristics of male suitors that we consider are: age, height, income ('00000 INR), employment status (indicator variable for whether currently employed), caste category, profile manager (self/parent/managed by others), and highest level of education. We compare the difference in the distribution of these characteristics between columns (1) vs (3), (2) vs (3) and (2) vs (1), in columns (4), (5) and (6), respectively. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.9: Effect of Female Work Status on Male Interests: Robustness (Additional Controls)

	(1)	(2)	(3)
	Overall	Delhi	Bangalore
Panel A : Higher Caste			
Working	–0.009***	–0.010***	–0.002
	(0.001)	(0.002)	(0.004)
Lower Female Caste	–0.063***	–0.064***	–0.060***
	(0.003)	(0.003)	(0.008)
Higher Female caste	–0.084***	–0.087***	–0.072***
	(0.004)	(0.004)	(0.010)
Observations	329427	265545	63882
Mean Y	0.062	0.059	0.078
Mean Y (NW)	0.070	0.067	0.079
Panel B : Higher Education			
Working	–0.008***	–0.010***	0.001
	(0.002)	(0.002)	(0.004)
Less educated female	–0.004**	–0.005***	0.001
	(0.002)	(0.002)	(0.005)
More educated female	–0.010***	–0.009***	–0.012**
	(0.002)	(0.002)	(0.005)
Observations	314244	254205	60039
Mean Y	0.063	0.059	0.079
Mean Y (NW)	0.069	0.067	0.078
Controls			
City FE	✓		
Caste FE		✓	✓
City × Caste FE	✓		
Education FE	✓	✓	✓
Male Profile controls	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile. 'Working' an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Panel A additionally controls for whether the caste of the fictitious female profile is lower or higher than the caste of the male suitor. 'Lower Female Caste' ('Higher Female caste') takes a value of one if the caste of the fictitious female profile is lower (higher) than the caste of the male suitor. The caste hierarchy is Brahmin > Other High Caste > SC. Similarly, Panel B controls for whether the education of the fictitious female profile is lower or higher than the education of the male suitor. 'Lower Female Education' ('Higher Female Education') takes a value of one if the education of the fictitious female profile is lower (higher) than the education of the male suitor. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas 'Mean Y (NW)' shows the average value of the dependent variable for female profiles which are **not working**. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.10: Effect of Female Occupation Type on Male Interest (by Female Caste)

	(1)	(2)	(3)	(4)
	Overall	Brahmin	Other High Castes	Scheduled Caste
Panel A : Overall				
Not working	0.008***	0.009***	0.014***	0.001
	(0.002)	(0.003)	(0.003)	(0.002)
Working - Neutral	–0.000	–0.004**	0.003	0.001
	(0.001)	(0.002)	(0.002)	(0.001)
Working - Masculine	–0.002**	0.001	–0.005***	–0.002
	(0.001)	(0.002)	(0.002)	(0.001)
Observations	329427	109809	109809	109809
Mean Y	0.062	0.068	0.071	0.048
Mean Y (F)	0.062	0.068	0.069	0.048
Controls				
City FE		✓	✓	✓
City × Caste FE	✓			
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓
Panel B : Delhi				
Not working	0.009***	0.015***	0.015***	–0.003
	(0.002)	(0.003)	(0.003)	(0.002)
Working - Neutral	–0.001	–0.003*	–0.000	–0.001
	(0.001)	(0.002)	(0.002)	(0.002)
Working - Masculine	–0.003***	0.002	–0.008***	–0.003**
	(0.001)	(0.002)	(0.002)	(0.002)
Observations	265545	88515	88515	88515
Mean Y	0.059	0.063	0.069	0.044
Mean Y (F)	0.059	0.061	0.069	0.045
Panel C : Bangalore				
Not working	0.004	–0.016***	0.013**	0.014**
	(0.004)	(0.006)	(0.006)	(0.006)
Working - Neutral	0.004*	–0.008*	0.014***	0.006*
	(0.002)	(0.004)	(0.004)	(0.004)
Working - Masculine	0.002	–0.007*	0.011***	0.001
	(0.002)	(0.004)	(0.003)	(0.003)
Observations	63882	21294	21294	21294
Mean Y	0.078	0.090	0.078	0.065
Mean Y (F)	0.075	0.097	0.069	0.061
Controls				
Caste FE	✓			
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working' is an indicator variable that takes a value of one for a fictitious female profile who is not currently employed and zero otherwise; 'Working - Masculine' takes a value of one if a fictitious female profile is employed in a masculine occupation and zero otherwise; 'Working - Neutral' takes a value of one if a fictitious female profile is employed in a gender neutral occupation and zero otherwise. The reference group for occupation type is females profiles engaged in feminine occupations. Details on occupational classification based on gender distribution are discussed in section 3. Column (1) shows the overall effect while columns (2)-(4) show the effect by the caste of the female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas 'Mean Y (F)' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.11: Effect of Female Occupation Type on Male Interest (by Caste of Male Suitors)

	(1)	(2)	(3)	(4)
	Overall	Brahmin	Other High Castes	Scheduled Castes
Panel A : Overall				
Not working	0.008***	0.008***	0.009***	–0.003
	(0.002)	(0.003)	(0.002)	(0.005)
Working - Neutral	–0.000	–0.001	–0.001	0.005*
	(0.001)	(0.002)	(0.001)	(0.003)
Working - Masculine	–0.002**	–0.003	–0.002*	–0.001
	(0.001)	(0.002)	(0.001)	(0.003)
Controls				
Observations	329427	75159	225351	28917
Mean Y	0.062	0.058	0.065	0.053
Mean Y (F)	0.062	0.058	0.065	0.052
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓
Panel B : Delhi				
Not working	0.009***	0.011***	0.010***	–0.005
	(0.002)	(0.003)	(0.002)	(0.005)
Working - Neutral	–0.001	–0.001	–0.002	0.003
	(0.001)	(0.002)	(0.001)	(0.003)
Working - Masculine	–0.003***	–0.003	–0.003**	–0.002
	(0.001)	(0.002)	(0.001)	(0.003)
Observations	265545	62937	179676	22932
Mean Y	0.059	0.056	0.060	0.053
Mean Y (F)	0.059	0.055	0.060	0.053
Panel C : Bangalore				
Not working	0.004	–0.006	0.006	0.004
	(0.004)	(0.007)	(0.005)	(0.011)
Working - Neutral	0.004*	–0.003	0.005*	0.013**
	(0.002)	(0.006)	(0.003)	(0.006)
Working - Masculine	0.002	–0.002	0.002	0.005
	(0.002)	(0.005)	(0.002)	(0.005)
Observations	63882	12222	45675	5985
Mean Y	0.078	0.068	0.083	0.053
Mean Y (F)	0.075	0.070	0.081	0.048
Controls				
Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working' is an indicator variable that takes a value of one for a fictitious female profile who is not currently employed and zero otherwise; 'Working - Masculine' takes a value of one if a fictitious female profile is engaged in a masculine occupation and zero otherwise; 'Working - Neutral' takes a value of one if a fictitious female profile is engaged in a gender neutral occupation and zero otherwise. The reference group for occupation type is females profiles engaged in feminine occupations. Details on occupational classification based on gender distribution are discussed in section 3. Column (1) shows the overall effect while columns (2)-(4) show the effect by the caste of the female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas 'Mean Y (F)' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.12: Effect of Female Work Status on Male Interests (by Male Caste): Robustness

	(1)	(2)	(3)	(4)	(5)	(6)
	Overall	Delhi	Bangalore	Overall	Delhi	Bangalore
Working (W)	–0.010***	–0.011***	–0.004	–0.012***	–0.012***	–0.012**
	(0.002)	(0.002)	(0.004)	(0.002)	(0.002)	(0.005)
Brahmin	–0.006	–0.003	–0.022**	–0.007	–0.003	–0.022*
	(0.004)	(0.005)	(0.011)	(0.004)	(0.005)	(0.011)
SC/ST	–0.024***	–0.021***	–0.034**	–0.024***	–0.021***	–0.035**
	(0.006)	(0.007)	(0.015)	(0.006)	(0.007)	(0.015)
Working × Brahmin	0.000	–0.001	0.009	0.000	–0.001	0.008
	(0.003)	(0.004)	(0.009)	(0.003)	(0.004)	(0.009)
Working × SC/ST	0.014***	0.016***	0.006	0.015***	0.016***	0.008
	(0.005)	(0.005)	(0.012)	(0.005)	(0.005)	(0.012)
Income	–0.000	0.000	–0.000	–0.000	–0.000	–0.001***
	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)
Working × Income				0.000*	0.000	0.001***
				(0.000)	(0.000)	(0.000)
Observations	329427	265545	63882	329427	265545	63882
Mean Y	0.062	0.059	0.078	0.062	0.059	0.078
Mean Y (NW)	0.070	0.067	0.079	0.070	0.067	0.079
W + W × Brahmin	–0.010	–0.013	0.005	–0.012	–0.013	–0.004
	[0.00]	[0.00]	[0.52]	[0.00]	[0.00]	[0.58]
W + W × SC/ST	0.004	0.005	0.002	0.003	0.005	–0.004
	[0.33]	[0.31]	[0.84]	[0.54]	[0.34]	[0.73]
Controls						
City FE	✓			✓		
Caste FE		✓	✓		✓	✓
City × Caste FE	✓			✓		
Education FE	✓	✓	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' (W) is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. We further interact 'Working' with caste of the male suitor to estimate the heterogeneous penalty on working female profiles by caste of the male suitor, using other high castes as the base category. The coefficient of working shows the differential interests shown in working female profiles by other high caste male suitors. To arrive at the differential rates of interest from Brahmin suitors we add the coefficient on working and the interaction of working with Brahmin (W + W × Brahmin). Similarly, W + W × SC/ST shows the overall effect from male suitors belonging to scheduled castes and tribes towards working female profiles. p-value of the estimated coefficient for each caste is provided in square brackets below the estimate. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas 'Mean Y (NW)' shows the average value of the dependent variable for female profiles which are **not working**. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, profile manager (self/parent/managed by others), and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$. p-values reported in square brackets.

Table A.13: Effect of Female Occupation Type on Male Interests (by Male Caste): Robustness

	(1)	(2)	(3)	(4)	(5)	(6)
	Overall	Delhi	Bangalore	Overall	Delhi	Bangalore
Masculine	–0.002*	–0.003**	0.002	–0.002	–0.003*	0.001
	(0.001)	(0.001)	(0.002)	(0.001)	(0.002)	(0.003)
Neutral	–0.001	–0.002	0.005*	–0.002	–0.003**	0.003
	(0.001)	(0.001)	(0.003)	(0.001)	(0.002)	(0.003)
Not Working (NW)	0.009***	0.010***	0.006	0.011***	0.010***	0.014**
	(0.002)	(0.002)	(0.005)	(0.002)	(0.002)	(0.006)
Brahmin	–0.006*	–0.005	–0.010	–0.006*	–0.005	–0.010
	(0.003)	(0.003)	(0.009)	(0.003)	(0.003)	(0.009)
SC/ST	–0.012**	–0.007	–0.031***	–0.012**	–0.007	–0.031***
	(0.005)	(0.006)	(0.009)	(0.005)	(0.006)	(0.009)
Masculine × Brahmin	–0.001	0.000	–0.004	–0.001	0.000	–0.004
	(0.002)	(0.002)	(0.006)	(0.002)	(0.002)	(0.006)
Neutral × Brahmin	–0.001	0.001	–0.007	–0.001	0.001	–0.008
	(0.002)	(0.002)	(0.006)	(0.002)	(0.002)	(0.006)
NW × Brahmin	–0.001	0.002	–0.013	–0.001	0.002	–0.012
	(0.004)	(0.004)	(0.009)	(0.004)	(0.004)	(0.009)
Masculine × SC/ST	0.001	0.001	0.002	0.001	0.001	0.003
	(0.003)	(0.003)	(0.005)	(0.003)	(0.003)	(0.005)
Neutral × SC/ST	0.006*	0.005	0.008	0.006**	0.006	0.009
	(0.003)	(0.003)	(0.006)	(0.003)	(0.003)	(0.006)
NW × SC/ST	–0.012**	–0.014**	–0.003	–0.012**	–0.014**	–0.004
	(0.005)	(0.006)	(0.012)	(0.005)	(0.006)	(0.012)
Income	–0.000	0.000	–0.000	–0.000	–0.000	–0.000
	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)
Masculine × Income				–0.000	–0.000	0.000
				(0.000)	(0.000)	(0.000)
Neutral × Income				0.000*	0.000	0.000
				(0.000)	(0.000)	(0.000)
NW × Income				–0.000	0.000	–0.001**
				(0.000)	(0.000)	(0.000)
Observations	329427	265545	63882	329427	265545	63882
Mean Y	0.062	0.059	0.078	0.062	0.059	0.078
Mean Y (F)	0.062	0.059	0.075	0.062	0.059	0.075
Controls						
City FE	✓			✓		
Caste FE		✓	✓		✓	✓
City × Caste FE	✓			✓		
Education FE	✓	✓	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working (NW)' is an indicator variable that takes a value of one for a fictitious female profile who is not currently employed and zero otherwise; 'Masculine' takes a value one if a fictitious female profile is engaged in a masculine occupation and zero otherwise; 'Neutral' takes a value of one if a fictitious female profile is engaged in a gender neutral occupation and zero otherwise. The reference group for occupation type is female profiles engaged in feminine occupations. Details on occupational classification based on gender distribution are discussed in section 3. We further interact each of the main explanatory variables with caste of the male suitor to estimate the heterogeneous penalty on female profiles based on their education by caste, using other high castes as the base category. The coefficient of 'Masculine', 'Neutral' and 'Not working' show the differential interests shown in female profiles based on their occupation status vs female profiles in 'feminine' occupations by other high caste male suitors. To arrive at the differential rates of interest from Brahmin and SC/ST suitors we add the coefficient on each of these explanatory variables and the coefficient on the interaction of the same explanatory variables with Brahmin and SC/ST caste categories. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (F)**' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, profile manager (self/parent/managed by others), and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.14: Effect of Female Work Status on Male Interests (by Female Education)

	(1)	(2)	(3)	(4)
	Overall	Diploma	BA	MA
	Panel A : Overall			
Working	–0.009***	–0.011***	–0.007***	–0.008***
	(0.001)	(0.002)	(0.002)	(0.002)
Observations	329427	109809	109809	109809
Mean Y	0.062	0.058	0.063	0.065
Mean Y (NW)	0.070	0.068	0.069	0.072
Controls				
City × Caste FE	✓	✓	✓	✓
Education FE	✓			
Male Profile controls	✓	✓	✓	✓
	Panel B : Delhi			
Working	–0.010***	–0.013***	–0.008***	–0.010***
	(0.002)	(0.002)	(0.002)	(0.002)
Observations	265545	88515	88515	88515
Mean Y	0.059	0.055	0.059	0.062
Mean Y (NW)	0.067	0.066	0.066	0.071
	Panel C : Bangalore			
Working	–0.002	–0.004	–0.002	0.001
	(0.004)	(0.005)	(0.005)	(0.005)
Observations	63882	21294	21294	21294
Mean Y	0.078	0.072	0.081	0.079
Mean Y (NW)	0.079	0.076	0.083	0.079
Controls				
Caste FE	✓	✓	✓	✓
Education FE	✓			
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Column (1) shows the overall effect while columns (2)-(4) show the effect by the highest education level of the female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (NW)**' shows the average value of the dependent variable for female profiles which are **not working**. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.15: Effect of Female Work Status on Male Interest (by Education of Male Suitors)

	(1)	(2)	(3)	(4)
	Overall	Diploma	Bachelors	Masters
Panel A : Overall				
Working	–0.009***	–0.031***	–0.006***	0.001
	(0.001)	(0.005)	(0.002)	(0.003)
Observations	329427	49014	172179	86247
Mean Y	0.062	0.067	0.059	0.068
Mean (NW)	0.070	0.093	0.065	0.067
Controls				
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓
Panel B : Delhi				
Working	–0.010***	–0.037***	–0.007***	–0.002
	(0.002)	(0.005)	(0.002)	(0.003)
Observations	265545	38052	140742	69993
Mean Y	0.059	0.058	0.057	0.064
Mean Y (NW)	0.067	0.089	0.063	0.066
Panel C : Bangalore				
Working	–0.002	–0.010	–0.001	0.014*
	(0.004)	(0.011)	(0.005)	(0.007)
Observations	63882	10962	31437	16254
Mean Y	0.078	0.098	0.071	0.084
Mean Y (NW)	0.079	0.107	0.072	0.072
Controls				
Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Column (1) shows the overall effect while columns (2)-(4) show the effect by the education of the male profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas **'Mean Y (NW)'** shows the average value of the dependent variable for female profiles which are **not working**. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education (column 1), age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.16: Effect of Work Status on Male Interests: Conditional on Female Profile Viewership (by Caste of Male Suitors)

	(1)	(2)	(3)	(4)
	Overall	Brahmin	Other High Castes	Scheduled Castes
		Panel A : Overall		
Working	0.000	–0.016**	0.003	0.022*
	(0.004)	(0.007)	(0.004)	(0.012)
Observations	108619	22802	76831	8986
Mean Y	0.189	0.190	0.191	0.171
Mean Y (NW)	0.196	0.213	0.195	0.159
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓
		Panel B : Delhi		
Working	–0.000	–0.020**	0.002	0.028**
	(0.004)	(0.008)	(0.005)	(0.014)
Observations	81847	17711	57212	6924
Mean Y	0.190	0.198	0.190	0.176
Mean Y (NW)	0.198	0.226	0.194	0.160
		Panel C : Bangalore		
Working	0.002	–0.001	0.002	0.009
	(0.007)	(0.015)	(0.008)	(0.025)
Observations	26772	5091	19619	2062
Mean Y	0.185	0.162	0.194	0.155
Mean Y (NW)	0.188	0.162	0.198	0.157
Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Column (1) shows the overall effect while columns (2)-(4) show the effect by the caste of the male profile. We keep only the female profiles which are shown to have been viewed by the male suitors by the platform. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (NW)**' shows the average value of the dependent variable for female profiles which are **not working**. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.17: Effect of Occupation Type on Male Interests (Conditional on Female Profile Viewership)

	(1)	(2)	(3)
	Overall	Delhi	Bangalore
Not working	–0.004	–0.003	–0.006
	(0.004)	(0.004)	(0.007)
Working - Neutral	–0.005**	–0.005*	–0.005
	(0.003)	(0.003)	(0.005)
Working - Masculine	–0.006**	–0.006**	–0.006
	(0.002)	(0.003)	(0.004)
Observations	108619	81847	26772
Mean Y	0.189	0.190	0.185
Mean Y (F)	0.192	0.193	0.188
Masculine=Neutral	[0.635]	[0.625]	[0.860]
Controls			
City FE	✓		
Caste FE		✓	✓
City × Caste FE	✓		
Education FE	✓	✓	✓
Male Profile controls	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working' is an indicator variable that takes a value of one for a fictitious female profile who is currently not employed and zero otherwise; 'Masculine' takes a value one if a fictitious female profile is engaged in a masculine occupation and zero otherwise; 'Neutral' takes a value of one if a fictitious female profile is engaged in a gender neutral occupation and zero otherwise. The reference group for occupation type is female profiles engaged in feminine occupations. Details on occupational classification based on gender distribution are discussed in section 3. We keep only the female profiles which are shown to have been viewed by the male suitors by the platform. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (F)**' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$. p-values reported in square brackets.

Table A.18: Effect of Occupation Type on Male Interests: Conditional on Female Profile Viewership (by Caste of Male Suitors)

	(1)	(2)	(3)	(4)
	Overall Castes	Brahmin	Other High Castes	Scheduled
Panel A : Overall				
Not working	–0.004	0.012	–0.007	–0.017
	(0.004)	(0.008)	(0.004)	(0.013)
Working - Neutral	–0.005**	–0.002	–0.008**	0.008
	(0.003)	(0.006)	(0.003)	(0.008)
Working - Masculine	–0.006**	–0.011*	–0.006**	0.008
	(0.002)	(0.006)	(0.003)	(0.008)
Observations	108619	22802	76831	8986
Mean Y	0.189	0.190	0.191	0.171
Mean Y (F)	0.192	0.191	0.194	0.170
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓
Panel B : Delhi				
Not working	–0.003	0.017*	–0.008	–0.023
	(0.004)	(0.009)	(0.005)	(0.015)
Working - Neutral	–0.005*	0.001	–0.008**	0.007
	(0.003)	(0.006)	(0.004)	(0.009)
Working - Masculine	–0.006**	–0.010	–0.007**	0.009
	(0.003)	(0.006)	(0.004)	(0.010)
Observations	81847	17711	57212	6924
Mean Y	0.190	0.198	0.190	0.176
Mean Y (F)	0.193	0.196	0.194	0.175
Panel C : Bangalore				
Not working	–0.006	–0.009	–0.006	–0.003
	(0.007)	(0.016)	(0.009)	(0.025)
Working - Neutral	–0.005	–0.015	–0.005	0.013
	(0.005)	(0.013)	(0.006)	(0.015)
Working - Masculine	–0.006	–0.016	–0.004	0.006
	(0.004)	(0.011)	(0.005)	(0.013)
Observations	26772	5091	19619	2062
Mean Y	0.185	0.162	0.194	0.155
Mean Y (F)	0.188	0.174	0.196	0.151
Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working' is an indicator variable that takes a value of one for a fictitious female profile who is not currently employed and zero otherwise; 'Working - Masculine' takes a value of one if a fictitious female profile is engaged in a masculine occupation and zero otherwise; 'Working - Neutral' takes a value of one if a fictitious female profile is engaged in a gender neutral occupation and zero otherwise. The reference group for occupation type is females profiles engaged in feminine occupations. Details on occupational classification based on gender distribution are discussed in section 3. Column (1) shows the overall effect while columns (2)-(4) show the effect by the caste of the female profile. We keep only the female profiles which are shown to have been viewed by the male suitors by the platform. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas **'Mean Y (F)**' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.19: Effect of Work Status on Male Interests (by Patriarchy Index and Share of Domestic Work)

	(1)	(2)	(3)	(4)
Z =	Patriarchy Index		DW Share	
	Levels	> Top Qt	Levels	> Top Qt
Working	–0.003	–0.004	–0.005**	–0.005***
	(0.003)	(0.003)	(0.002)	(0.002)
Z	–0.004	0.012***	–0.003	0.001
	(0.004)	(0.004)	(0.004)	(0.004)
Working × Z	–0.008**	–0.007*	–0.008***	–0.008***
	(0.003)	(0.004)	(0.003)	(0.003)
Observations	309267	309267	309267	309267
Mean Y	0.063	0.063	0.063	0.063
Mean Y (NW)	0.071	0.071	0.071	0.071
Controls				
City FE	✓	✓	✓	
Caste FE	✓	✓	✓	✓
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a female profile who is currently employed and zero otherwise. The main explanatory variable is interacted with a Patriarchy Index constructed from NFHS 5 (columns 1-2) and Share of Domestic Work (DW) performed by women (columns 3-4). We include these variables in two forms - standardized levels (columns 1 and 3) and a dummy that takes a value of one when value of the underlying variable is above the topmost quartile and zero otherwise (columns 2 and 4). 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (NW)**' shows the average value of the dependent variable for female profiles which are **not working**. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.20: Effect of Occupation Type on Male Interests (by Patriarchy Index and Share of Domestic Work)

	(1)	(2)	(3)	(4)
Z =	Patriarchy Index		DW Share	
	Levels	> Top Qt	Levels	> Top Qt
Not Working	0.004	0.005*	0.005**	0.006***
	(0.003)	(0.003)	(0.002)	(0.002)
Working - Neutral	0.002	0.003	0.002	0.002
	(0.002)	(0.002)	(0.001)	(0.001)
Working - Masculine	–0.000	0.001	–0.001	–0.001
	(0.002)	(0.002)	(0.001)	(0.001)
Z	–0.011***	0.008**	–0.010***	–0.005
	(0.003)	(0.003)	(0.003)	(0.003)
Not Working X Z	0.006*	0.004	0.006**	0.006*
	(0.004)	(0.004)	(0.003)	(0.003)
Working - Neutral X Z	–0.003	–0.004*	–0.004*	–0.004**
	(0.002)	(0.002)	(0.002)	(0.002)
Working - Masculine X Z	–0.002	–0.004*	–0.002	–0.003
	(0.002)	(0.002)	(0.002)	(0.002)
Observations	309267	309267	309267	309267
Mean Y	0.063	0.063	0.063	0.063
Mean Y (F)	0.063	0.063	0.063	0.063
Controls				
City FE	✓	✓	✓	
Caste FE	✓	✓	✓	✓
City × Caste FE	✓	✓	✓	✓
Education FE	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a female profile received an interest from a male profile and zero otherwise. The explanatory variable, 'Not working' is an indicator variable that takes a value of one for a female profile who is not currently employed and zero otherwise; 'Masculine' takes a value of one if a female profile is engaged in a Masculine occupation and zero otherwise; 'Neutral' takes a value of one if a female profile is engaged in a gender neutral occupation and zero otherwise. The reference group for occupation type is females profiles engaged in feminine (F) occupations. Details on occupational classification based on gender distribution are discussed in section 3. The main explanatory variables are interacted with a Patriarchy Index constructed from NFHS 5 (columns 1-2) and Share of Domestic Work (DW) performed by women (columns 3-4). We include these variables in two forms - standardized levels (columns 1 and 3) and a dummy that takes a value of one when value of the underlying variable is in the topmost quartile and zero otherwise (columns 2 and 4). 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (F)**' shows the average value of the dependent variable for female profiles which are working in **'feminine'** occupations. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.21: Effect of Female Work Status on Male Interest (by Other Characteristics of Male Suitors)

	(1)	(2)	(3)
	Overall	Delhi	Bangalore
Panel A: Male suitors matched on education of female			
Working	–0.005***	–0.007***	0.003
	(0.002)	(0.002)	(0.004)
Observations	224175	181923	42252
Mean Y	0.063	0.059	0.078
Mean Y (NW)	0.067	0.065	0.075
Panel B: Male suitors matched on family income of female			
Working	–0.004**	–0.006***	0.004
	(0.002)	(0.002)	(0.004)
Observations	257103	205632	51471
Mean Y	0.066	0.063	0.079
Mean Y (NW)	0.070	0.068	0.075
Panel C: Male suitors matched on caste of female			
Working	–0.020***	–0.025***	–0.000
	(0.003)	(0.003)	(0.007)
Observations	100170	80871	19299
Mean Y	0.101	0.099	0.107
Mean Y (NW)	0.118	0.120	0.108
Panel D: Male suitors lower than median male age			
Working	–0.006***	–0.007***	–0.001
	(0.002)	(0.002)	(0.005)
Observations	209286	183330	25956
Mean Y	0.056	0.054	0.070
Mean Y (NW)	0.062	0.060	0.071
Controls			
Caste FE		✓	✓
City × Caste FE	✓		
Education FE	✓	✓	✓
Male Profile controls	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. Panel A keeps the set of male profiles that have at least as much education as the fictitious female profile, Panel B keeps the set of male profiles that have at least as much household income as the fictitious female profile, Panel C keeps set of male profiles to those that match the fictitious female profile on caste and Panel D keeps the male profiles that have lower age than a median male profile on the platform. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, profile manager (self/parent/managed by others), income and whether income is less than that of the corresponding fictitious female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (NW)**' shows the average value of the dependent variable for female profiles which are **not working**. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

Table A.22: Effect of Female Work Status on Male Interest (by Manager of Male Suitors' Profile)

	(1)	(2)	(3)	(4)	(5)	(6)
	Managed by Parents/Relatives			Managed by Self		
	Overall	Delhi	Bangalore	Overall	Delhi	Bangalore
Working	–0.004*	–0.007**	0.012*	–0.010***	–0.012***	–0.005
	(0.003)	(0.003)	(0.006)	(0.002)	(0.002)	(0.004)
Observations	94437	81018	13419	232407	182448	49959
Mean Y	0.058	0.056	0.071	0.064	0.060	0.079
Mean Y (NW)	0.062	0.062	0.061	0.073	0.070	0.084
Controls						
Caste FE		✓	✓		✓	✓
City × Caste FE	✓			✓		
Education FE	✓	✓	✓	✓	✓	✓
Male Profile controls	✓	✓	✓	✓	✓	✓

Notes: The dependent variable is an indicator variable that takes a value of one if a fictitious female profile received an interest from a male profile and zero otherwise. The main explanatory variable, 'Working' is an indicator variable that takes a value of one for a fictitious female profile who is currently employed and zero otherwise. Columns (1)-(3) are for a set of male profiles which are managed by family while columns (4)-(6) are for profiles managed by self. Fixed effects reflect controls for female profile characteristics; male profile controls include male profile's highest level of education, age, height, caste category, income and whether income is less than that of the corresponding fictitious female profile. 'Mean Y' shows the average value of the dependent variable across all female profiles whereas '**Mean Y (NW)**' shows the average value of the dependent variable for female profiles which are **not working**. Standard errors clustered at the level of the male (suitor) profile in parentheses. *** $p<0.01$, ** $p<0.05$, * $p<0.1$.

B Data Appendix

We first describe the secondary datasets used in this study in Section B.1 and Section B.2. We then explain in detail the construction of the female profiles on the marriage market platform in Section B.3.

B.1 Time Use Survey (TUS)

Time Use Survey (TUS) data are from 138,799 households across all states of India conducted in 2019 by the National sample Survey Organisation of India. It is a cross-sectional data which is nationally representative. We keep only urban married women aged 20-45 in the households for the analyses.

The TUS adopted the interview method for collection of data since not all respondents are literate enough to maintain time diaries. A reference period of one week was used for collecting the data. To capture the variation in the activity pattern, data were collected for two types of days - normal and others - with a recall lapse of one day, i.e., a 24 hour recall with actual time spent in minutes recorded for each activity.

Classification of activities: We followed standard classification of time use activities for total market work (labor) and total non-market work (domestic work) as in Aguiar & Hurst (2007).

(a) Time spent in labor market: farming, animal husbandry, fishing, food processing, collection of fruits/vegetables/fodder/forest produce, mining, construction, manufacturing, trade, business, services, travel to work and in search of job (paid and self employed labor which includes both formal and informal type of work).

(b) Time spent on domestic work: Fetching water (for drinking at home), collecting fuelwood (for cooking at home), household maintenance activities like cooking, cleaning, shopping for household supplies, supervising household work, repair of household goods, pet care, travel related to household maintenance, care for - children, the sick, the elderly and the disabled,

non-formal education of children.

B.2 Consumer Pyramids Household Survey (CPHS)

Consumer Pyramids Household Survey is a panel data collected every quarter by the CMIE. We use CPHS from two quarters - September - December 2021 and January - April 2022 where 134,436 and 133,671 households were surveyed, respectively. We keep only urban married women aged 20-45 for the analyses. Over these quarters 68,861 and 68,374 women were sampled in this demographic category, in September - December 2021 and January - April 2022 quarters, respectively.

The CPHS data provide time use across 11 categories - time spent for employer, on household work, as unpaid trainee, voluntary work, unpaid trainee, travel, learning, religious work, sports, indoor entertainment and other leisure activities. The respondents are asked the hours spent in each of the 11 aggregate categories on the previous day. This is unlike the TUS data which uses detailed activity classification (International Classification of Activities for Time Use Statistics 2016 (3-digit codes)) with the diary method of recording data on an hourly basis in the previous 24 hours.

The CPHS captures the employment status as of the date of the survey. If an individual is engaged in any economic activity either on the day of the survey or on the day preceding the survey or generally regularly engaged in an economic activity she/he is considered employed (even if unable to work in the past few days due to illness or other contingencies). Among the individuals who report themselves to be not employed, the survey further records their alternative status - unemployed, willing and looking for a job; unemployed, willing but not looking for a job; and unemployed, not willing to work and not looking for a job. The CPHS also records the details of employment, including the nature of occupation (19 categories), the industry of occupation (38 categories), type of employment (full time/part-time) and employment arrangement (casual labor, salaried (permanent/temporary), self-employed).

Afridi *et al.* (2022a) provide a detailed comparison of the CPHS data with the PLFS

data. Broadly, they show that employment rates for men are mostly comparable while those for women are almost half for women in the CPHS using usual or weekly status but three-fourths using the daily status definition in PLFS. The differences are starker for urban women (13.7% in the PLFS using daily status vs 9% in the CPHS). One reason for the difference in women's employment rates could be the framing of the questions across the two surveys. They find, however, that the broad patterns across regions and demographic groups for women are similar across the two data sources. Therefore, using the CPHS for relative comparisons across groups, despite low average levels, should not be problematic.

B.3 Female Profile Creation on the Matrimonial Platform

As described in Section 3, we chose to vary only a select number of characteristics of each of our fictitious female profiles for each city - employment status, occupation of those employed, preference to work post marriage, education and caste. The combination of these characteristics are as shown in Figure 1 for the fictitious female profiles for ease of representation. While the platform pre-specified the fields for providing information on employment, occupation, caste and education, the profile's preference to work after marriage was mentioned in the field called *Describe yourself briefly.*

Apart from the above fields, we scraped data from the platform to arrive at the *average* profile on the platform for some of the optional fields. Although these fields were optional, most profiles on the platform provided information on these characteristics and hence to avoid any suspicion from potential suitors we assigned values to them. All other fields on the profile page were either assigned the same values/information (depending upon the city of experiment) or left blank across all profiles. We provided additional information for the following characteristics:

- **Full Name**: The full name of the user. It is not visible to the interacting men, but we assigned one anyway from a list of common names and last names for profile creation (based on the assigned caste of the fictitious profile).

- **City**: The city of the user. Half the profiles were assigned to Delhi and the other half to Bangalore.

- **Caste**: The caste of the user. The platform provides a list of castes from a drop-down menu. For each city, we assigned either *Brahmin*, *Scheduled Caste*, or Other High Castes (Vokkaligga (Bangalore)/ Bania (Delhi)) to the profiles.

- **Occupation**: The occupation of the user. The platform provides a drop-down menu containing a list of occupations ("Not Working" is one of the categories). We assigned one of our chosen occupations (or "Not Working") to each profile.

- **Highest Education Level** : The highest education level attained by the user. The platform provides a drop-down menu containing a list of degrees. We assigned each user either "Diploma", "BA", or "MA".

- **About You**: A long-form description of the user. We generated a description that included personal qualities, hobbies, and education. Hobbies and personal descriptions were kept constant across profiles although the sentence structure was reorganized for each profile. For employed profiles, the generated paragraph also contained a sentence to express work preference after marriage.

- **Family Description** : A long-form description of the user's family. We generated a generic set of lines containing information about siblings and family values. The sentence structure was changed and the sentence order was randomized across profiles, keeping the same content, e.g. "We want a compatible and very well-settled family for the match. I have a brother. We have a very strong focus on values and spend a lot of time together. We are good-natured and thoughtful. We are all very supportive as a family." vs "We are all good-natured and understanding. We like spending time together and have very strong values. We are looking for a very well-settled and similar-minded family. I have one brother."

- **Sector of Employment**: For an employed profile this field shows the sector of employment based on choices provided in a drop-down menu. We assigned 'Private' for all employed female profiles and kept it blank for all 'not working' female profiles.

- **Family Type**: This describes the family type of the user based on choices provided in a drop-down menu. All profiles were assigned 'Nuclear' family.

- **Family Based**: The field reports the city where the user's family is based. We assigned either Delhi or Bangalore (the same as the city assigned to the profile) for this field.

- **Smoking**: A 'yes/no' drop-down for whether the user smokes. We assigned 'No' to each profile.

- **Drinking**: A 'yes/no' drop-down for whether the user drinks. We assigned 'No' to each profile.

- **Languages Spoken** : The languages spoken by the the user. We assigned English and Hindi to profiles that were assigned Delhi and; English, Hindi, and Kannada to profiles that were assigned Bangalore.

- **Marital Status**: The marital status of the user based on choices provided in a drop-down menu. We assigned all profiles 'Never Married'.

- **Annual Income**: The annual income of the user when employed. The platform provides a drop-down menu containing income brackets. We assigned INR 0.3-0.4 million for each employed profile.

- **Family Income**: The annual household income of the user. The platform provides a drop-down menu containing income brackets. We assigned INR 0.55-0.75 million for each employed profile.

- **Age** : This field states the age of the user. We assigned the age of 25 years to each female profile.

- **Height** : This field states the height of the user. We assigned '5 feet 3 inches' to each female profile.

- **Number of Brothers** : This field states the number of brothers of the user. We assigned each profile 1 in this field.

- **Number of Sisters** : This field states the number of sisters of the user. We assigned each profile 0 in this field.

- **Family Status**: The economic status of the user's family based on drop-down menu. We assigned each profile the status of "Middle-class".

- **Family values**: The value system of the the user's family based on choices provided in a drop-down menu. Each profile was assigned "Moderate".

- **Mother's occupation**: The occupation of the user's mother, assigned from a drop-down list. We assigned "Housewife" to each female profile.

- **Father's occupation**: The occupation of the user's father, assigned from a drop-down list. We assigned "Service - Private" to each female profile.

- **Profile Manager**: The person managing the user's profile based on a drop-down menu. We assigned "Self" for each female profile.